

**ABSTRACT**

The present invention relates to a process for the preparation of dimethylcumenes comprising alkylating a substrate comprising of one or more xylene isomers with an alkylating agent in the presence of a solid acid zeolite catalyst selected from ultrastable zeolite Y ( $\text{Si/Al} = 5$  to 50) and Beta ( $\text{Si/Al} = 10 - 120$ ), and separating the products formed in vapour phase.

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